

SHARES / RETWEETS

Indicator Phrasing

English: the number of times social media users shared / retweeted the communicated content

French: nombre de fois où les utilisateurs de réseaux sociaux ont partagé / retweeté le contenu communiqué

Spanish: el número de veces que los usuarios de las redes sociales han compartido o retuiteado el contenido comunicado

Portuguese: número de vezes que os utilizadores das redes sociais partilharam / fizeram “retweet” do conteúdo comunicado

Czech: počet sdílení / retweetů sdělovaného obsahu uživateli sociálních sítí

What is its purpose?

The indicator shows how often social media users share the communicated content with other users. It is a valuable indicator, as sharing often means that the user thinks the content is worth more attention. The indicator also suggests how likely new audiences will see the content.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

- 1) **Decide what social media content you want to measure.** Are you interested in the shares / retweets of all the posts on all the social media used during your campaign? Or a certain selection only?
- 2) **Count the number of shares / retweets** that different communication content generated.
- 3) To **determine the indicator's value**, sum up the number of shares / retweets the different communication content received.

Disaggregate by

[Disaggregate](#) the data by social media channels and other factors relevant to the focus of your social media campaign.

Important Comments

1) If your content were shared, for example, 50 times while its [reach](#) was 3,000 users, this would be an entirely different result than if the reach was 50,000 users. Therefore, when reporting the number of shares, always **mention the reach**.